Creating a "Bookmark" Quality Web Presence – The Energy Innovation Portal

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U.S. DEPARTMENT OF **ENERGY** | Energy Efficiency & Renewable Energy

Why do people bookmark sites?

- Content is engaging

- Questions are answered

- Designed for how they access content

- Know that they will come back

- Features improve the use experience

- Other people talk about the site

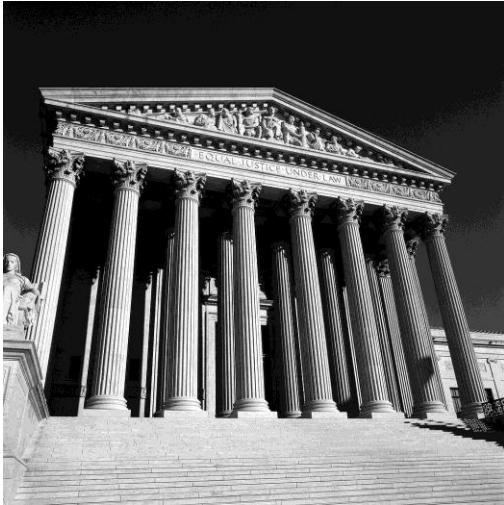- Don't want to type the address again!

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Energy Innovation Portal – Day 1

FACTS

- Since 1992, more than 16,000 US patents and published US patent applications created using DOE Funding
- Never before had an exhaustive effort to show DOE what its funding had created been undertaken
- Many patented technologies sit dormant at DOE Laboratories
- Bundling technologies across Laboratories can leverage DOE funding and provide more complete solution for customers

QUESTION

- How to get more eyes on the 16,000 technologies to drive licensing, possibly through bundling, and increase the impact of laboratory research while showing DOE the true value of its funding from an intellectual property perspective?

How did we create a bookmark quality site?

<u>Simplified experience for users</u>: all encompassing site
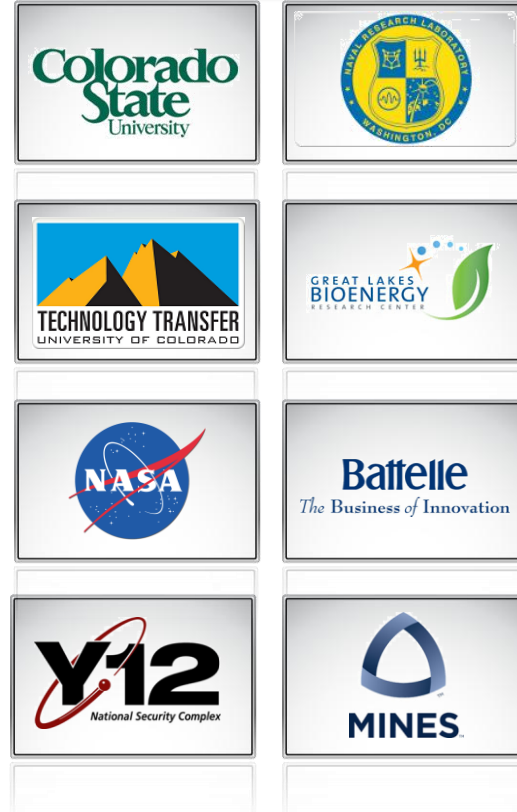
- Patents are legal documents - CONTENT
  - One-page marketing summaries
  - Technology categories
- Branded the site - MARKETING
  - Identified target user and designed Use Case
  - Created image to uniquely identify Portal
  - Worked within DOE regulations
  - Highlighted success stories… LICENSING WORKS!
- Broad group of content providers – PARTNERSHIP
  - One access point is simpler for users than 17

Current "Portal Partners"

Patents and Summaries

Summaries

Patents

Where is the Portal Now?

- Web-based application to increase visibility and generate leads for DOE-created innovations in the EERE market space
  - More than 640 marketing summaries of DOE-funded innovations ready for licensing
  - Foundational database of more than 16,000 DOE-funded issued US patents and published US patent applications since 1992

Awareness

"By connecting American entrepreneurs with cutting-edge, ready-to-commercialize technologies from the National Labs, the **DOE Innovation Portal** is helping to grow our economy and create the next generation of American jobs"
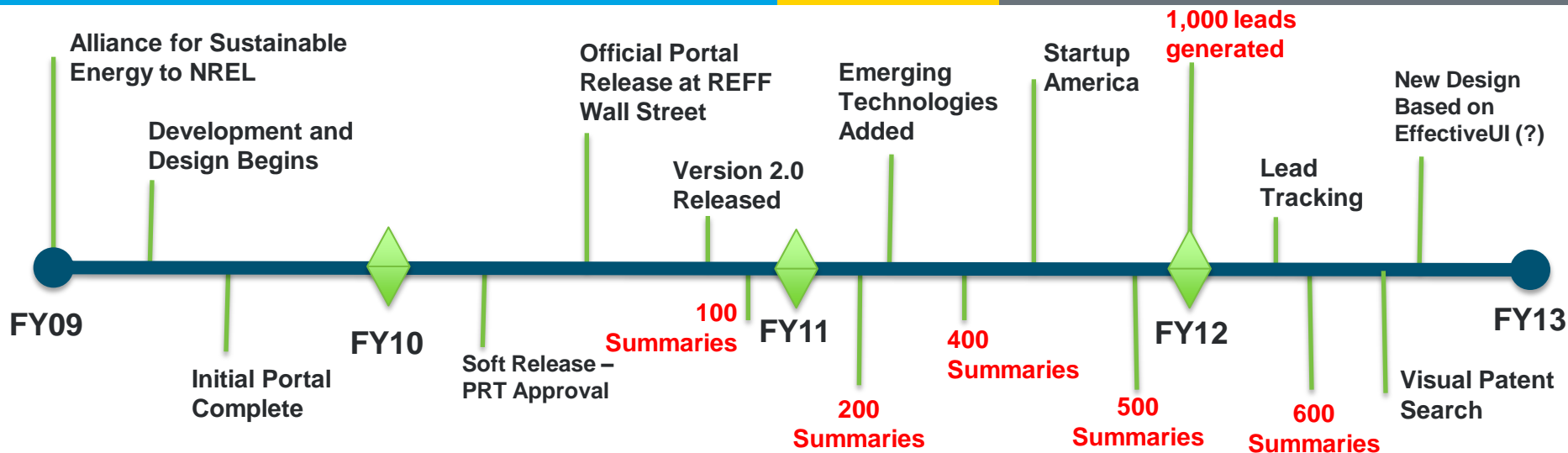
- Dr. Steven Chu, US Secretary of Energy

"Bloom Energy is one of this year's very interesting new stories; Tesla Motors is one of this week's very interesting news stories; and for anybody here who might be skeptical about the likelihood of these two to survive and to prosper, and there might be one or two of you out there in the audience that come into that category, then go outside and have a look at the **Energy Innovation Portal**."

-Michael Liebreich, CEO, Bloomberg New Energy Finance

Where is the Energy Innovation Portal Now, Statistically?

Timeline:

- Alliance for Sustainable Energy to NREL
- Development and Design Begins
- Initial Portal Complete
- **FY09** ... **FY10**
- Soft Release – PRT Approval
- Official Portal Release at REFF Wall Street
- Version 2.0 Released
- **100 Summaries**
- **FY11**
- **200 Summaries**
- Emerging Technologies Added
- **400 Summaries**
- Startup America
- **1,000 leads generated**
- **500 Summaries**
- **FY12**
- Lead Tracking
- **600 Summaries**
- Visual Patent Search
- New Design Based on EffectiveUI (?)
- **FY13**

	Total Visits	Avg. Monthly Visits	Max. Visits in Month	Total Leads	Marketing Summaries
FY10	11,711	1,463	3,154	38	125
FY11	73,910	6,159	11,927	960	540
FY12	39,232	6,538	7,727	241	630

- 12 transactions completed to date
- 50-100 leads active

New Feature Released Today

Visual Patent Search

- New "bottoms up" technology categorization of patents
- USER FRIENDLY display
- SIMPLE access

Why?

- New, evolving content access
- Never before completed for DOE
- Showcases laboratory capabilities to point users in RIGHT direction

http://techportal.eere.energy.gov/visual_patent_search

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IN SOME WAYS

How has the Portal done?

- Content is engaging

- Questions are answered

- Designed for how they access content

- Know that they will come back

- Features improve the use experience

- Other people talk about the site

- Don't want to type the address again!

What are we doing to maintain and expand site?

- Never stopping considering new features and designs
- Figuring out how to expand technology areas
- Simplifying access
- Receiving input from users
- Considering new ways to engage users
- Ensuring stakeholders are happy

- SHARING Content
- INCREASING Content

http://techportal.eere.energy.gov/